

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WFSB Hartford, CT	Date: 10/23/12
--	---

I, Dwight Sterling
do hereby request station time concerning the following issue:

Connecticut Senatorial Election

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		See	Attached		

Total Charges: \$40,000 gross / \$34,000 net

This broadcast time will be used by: American Unity PAC

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

American Unity PAC, P.O. Box 53454, Washington, DC 20009
Treasurer: Samuel Ashner

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

Signature W. M. White DCS
Printed Name Title

OCT23/12 17.43
*** WFSB-TV ***

[illegible]

REP HEADLINE# 6393598
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP

OCT23/12 17.43
 *** WFSB-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
5			700A-900A PROGRAM : EARLY SHOW CON COM1: EARLY SHOW	30		\$800.00	10/29	11/2	5		M-F	5
6			700A-900A PROGRAM : EARLY SHOW CON COM1: EARLY SHOW	30		\$800.00	10/25	10/26	2		TH-F	2
7			1200N-1230P PROGRAM : NEWS NOON CON COM1: NEWS NOON	30		\$850.00	11/5	11/5	1		MON	1
8			1200N-1230P PROGRAM : NEWS NOON CON COM1: NEWS NOON	30		\$850.00	10/29	11/2	5		M-F	5
9			1200N-1230P PROGRAM : NEWS NOON CON COM1: NEWS NOON	30		\$850.00	10/25	10/26	2		TH-F	2
10			530A-600A PROGRAM : NEWS 530A CON COM1: NEWS 530A	30		\$1,200.00	11/5	11/5	1		MON	1
11			530A-600A PROGRAM : NEWS 530A CON COM1: NEWS 530A	30		\$1,200.00	10/29	11/2	5		M-F	5
12			530A-600A PROGRAM : NEWS 530A CON COM1: NEWS 530A	30		\$1,200.00	10/25	10/26	2		TH-F	2
13			900A-1030A PROGRAM : SUN MORNING CON COM1: SUN MORNING	30		\$1,600.00	11/4	11/4	1		SUN	1

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS/WK	:WEEK INVT	:DAYS	:TOTL SPTS
14			900A-1030A	30		\$1,600.00	10/28	10/28	1		SUN	1
PROGRAM : SUN MORNING												
CON COM1: SUN MORNING												
15			1030A-1130A	30		\$600.00	11/4	11/4	1		SUN	1
PROGRAM : FACE NATION												
CON COM1: FACE NATION												
16			1030A-1130A	30		\$600.00	10/28	10/28	1		SUN	1
PROGRAM : FACE NATION												
CON COM1: FACE NATION												
OCT/12			11100.00	NOV/12		28900.00						
											CONTRACT TOTAL	40000.00
											TOTAL SPOTS	36

MARKET TOTALS \$65,573

WFSB 61%

WTNH 0%

WVIT 26%

WTIC 13%

WCTX 0%

WCCT 0%

WHPX 0%

SHARES ARE ACCURATE

SVC- NSI

DEMOS- RA35+*

CONTRACT



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision 500012 /		Alt Order # 06393598
Product AMERICAN UNITY PAC		
Contract Dates 10/25/12 - 11/05/12		Estimate #
Advertiser American Unity PAC		Original Date / Revision 10/24/12 / 10/24/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WFSB	Account Executive Heather Uttley	Sales Office HRP-WASHING
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Multi Media Services
915 King Street 2nd Floor
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WFSB	11/05/12	11/05/12	Eyewitness News	6:30am - 7am		:30			NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	1-----				1	\$1,600.00			
N 2	WFSB	10/29/12	11/02/12	Eyewitness News	6:30am - 7am		:30			NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$1,600.00			
N 3	WFSB	10/25/12	10/26/12	Eyewitness News	6:30am - 7am		:30			NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	---TF--				2	\$1,600.00			
N 4	WFSB	11/05/12	11/05/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	1-----				1	\$800.00			
N 5	WFSB	10/29/12	11/02/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$800.00			
N 6	WFSB	10/25/12	10/26/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	---TF--				2	\$800.00			
N 7	WFSB	11/05/12	11/05/12	Eyewitness News	12pm - 12:30PM		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	1-----				1	\$850.00			
N 8	WFSB	10/29/12	11/02/12	Eyewitness News	12pm - 12:30PM		:30			NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$850.00			
N 9	WFSB	10/25/12	10/26/12	Eyewitness News	12pm - 12:30PM		:30			NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	---TF--				2	\$850.00			
N 10	WFSB	11/05/12	11/05/12	Eyewitness News	5:30a - 6am		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	1-----				1	\$1,200.00			
N 11	WFSB	10/29/12	11/02/12	Eyewitness News	5:30a - 6am		:30			NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

<u>Contract / Revision</u> 500012 /		<u>Alt Order #</u> 06393598
<u>Contract Dates</u> 10/25/12 - 11/05/12	<u>Product</u> AMERICAN UNITY PAC	<u>Estimate #</u>
<u>Advertiser</u> American Unity PAC		<u>Original Date / Revision</u> 10/24/12 / 10/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$1,200.00			
N 12	WFSB	10/25/12	10/26/12	Eyewitness News	5:30a - 6am		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$1,200.00			
N 13	WFSB	11/04/12	11/04/12	CBS Sunday Morning	9:00am - 10:30am		:30			NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1				1	\$1,600.00			
N 14	WFSB	10/28/12	10/28/12	CBS Sunday Morning	9:00am - 10:30am		:30			NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$1,600.00			
N 15	WFSB	11/04/12	11/04/12	Face the Nation/ Face the Str	10:30am - 11:30am		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1				1	\$600.00			
N 16	WFSB	10/28/12	10/28/12	Face the Nation/ Face the Str	10:30am - 11:30am		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$600.00			
Totals											36	\$40,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	10	\$11,100.00	\$9,435.00
10/29/12 - 11/05/12	26	\$28,900.00	\$24,565.00
Totals	36	\$40,000.00	\$34,000.00

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.